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ABSTRACT

This course outline has been prepared as a guide to help the student gain mastery in the proper brush techniques required for proficiency in brush lettering. The skills of Brush Lettering 1 are a prerequisite. Consisting of 135 clock hours, the course prepares the student to understand brush lettering for poster production and advertising layout. The outline organizes instruction into five blocks of instruction: (1) brush lettering practice review, (2) brush lettering the gothic alphabet, (3) brush lettering the roman alphabet, (4) brush lettering the italic alphabet, and (5) brush lettering the single thickness script alphabet, followed by a sample post-test. A bibliography of basic references and sample post-tests conclude the course description. (MW)

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AUTHORIZED COURSE OF INSTRUCTION FOR THE QUINMESTER PROGRAM

U.S. DEPARTMENT OF HEALTH
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
EDUCATION

Course Outline
COMMERCIAL AND ADVERTISING ART - INTERMEDIATE - 9185
(Brush Lettering II)
Department 48 - Quin 9185.01

DADE COUNTY PUBLIC SCHOOLS

DIVISION OF INSTRUCTION • 1973

CE 006 221

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D A D E C O U N T Y P U B L I C S C H O O L S

1 4 5 0 N O R T H E A S T S E C O N D A V E N U E

M I A M I, F L O R I D A 33132

Course Outline

COMMERCIAL AND ADVERTISING ART - INTERMEDIATE - 9185
(Brush Lettering II)

Department 42 - Quin 9185.01

county office of

VOCATIONAL AND ADULT EDUCATION

THE SCHOOL BOARD OF DADE COUNTY

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Dr. E. L. Whigham, Superintendent of Schools
Dade County Public Schools
Miami, Florida 33132

December, 1972

Published by the School Board of Dade County

Course Description

9185	48	9185.01	Brush Lettering II
State Category Number	County Dept. Number	County Course Number	Course Title

This quinmester is dependent upon the skills introduced in Brush Lettering I (9183.05). The student receives a review of the basic methods and techniques of brush manipulation and stroking. The Gothic, Roman, Italic, Old English and Single Thickness Script Alphabets are covered. Upon completion of this quinmester the student should have sufficient manipulative versatility to be proficient in all areas of brush lettering.

Indicators of Success: Prior to entry into this course the vocational student will display mastery of the skills indicated in Brush Lettering I (9183.05)

Clock Hours: 135

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PREFACE

The following course outline has been prepared as a guide to help the student gain mastery in the proper brush techniques required for proficiency in brush lettering. It is a one-quinmester course.

The student is first given a review of the stroking and striping practices of the preceding course before entering into the actual practice of lettering the three alphabets.

The student is guided through these alphabets in the proper order gaining mastering of one before progressing to the next alphabet until the three alphabets have been accomplished.

This is a 135 hour unit of work necessary before the student can undertake brush lettering for poster production and advertising layout. This outline consists of six blocks of instructions which are subdivided into several units each.

In presenting the skills outlined in this course, the instructor uses the lecture and demonstration methods with active participation and practice by the student.

On the last page of this outline is found a bibliography which lists the basic references used throughout the course.

This outline was developed through the cooperative efforts of the instructional and supervisory personnel, the Quinmester Advisory Committee, and the Vocational Curriculum Materials Service, and has been approved by the Dade County Vocational Curriculum Committee.

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with Suggested Hourly Breakdown

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Discussion of Objectives	1
Equipment and Materials	1
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GOALS

The student must be able to:

1. Demonstrate a sincere and continue interest within the field by further study.

2. Progress through the intermediate course utilizing the knowledge and skills, where applicable, gained from the basic course.

3. Begin to find oneself in a specialized direction within the field.

4. Maintain an individual sense of responsibility for good work quality, work safety habits and proper care of equipment.

5. Continue to exhibit correct work habits and ethics so he can work in harmony with his associates.

SPECIFIC BLOCK OBJECTIVES

BLOCK I - BRUSH LETTERING PRACTICE REVIEW

The student must be able to:

1. Identify in writing the three basic types of lettering brushes.
2. Describe in writing the three basic positions for brush lettering and demonstrate the brush holding technique by performance.
3. Demonstrate by performance the care and storage of brushes.
4. Demonstrate by performance the proper mixing procedures and correctly describe, orally or in writing the materials and equipment used in brush lettering.
5. Review by performance the brush stroking, brush striping, loaded and dry brush practice techniques.

BLOCK II - BRUSH LETTERING THE GOTHIC ALPHABET

The student must be able to:

1. Demonstrate by performance the upper case Gothic alphabet.
2. Demonstrate by performance the lower case Gothic alphabet.
3. Demonstrate by performance the numbers in Gothic style.
4. Demonstrate by performance the single stroke version of the Gothic alphabet.
5. Demonstrate by performance the multistroke version of the Gothic alphabet.

BLOCK III - BRUSH LETTERING THE ROMAN ALPHABET

The student must be able to:

1. Demonstrate by performance the brush letter construction of the upper case Roman alphabet.
2. Demonstrate by performance the brush letter construction of the lower case Roman alphabet
3. Demonstrate by performance the brush letter construction of the Roman numbers and the thick and thin Arabic form.

BLOCK IV - BRUSH LETTERING THE ITALIC ALPHABET

The student must be able to:

1. Demonstrate by performance the brush letter construction of the upper case Italic (slant) alphabet.
2. Demonstrate by performance the brush letter construction of the lower case Italic (slant) alphabet.
3. Demonstrate by performance the brush letter construction of the Italic (slant) numerals.

BLOCK V - BRUSH LETTERING THE SINGLE THICKNESS SCRIPT ALPHABET

The student must be able to:

1. Demonstrate by performance the brush letter construction of the upper case single thickness script alphabet.
2. Demonstrate by performance the brush letter construction of the lower case single thickness script.

BLOCK VI - QUINMESTER POST-TEST

The student must be able to:

1. Satisfactorily complete the quinmester post-test.

Course Outline

COMMERCIAL AND ADVERTISING ART - INTERMEDIATE - 9185
(Brush Lettering II)

Department 48 - Quin 9185.01

I. BRUSH LETTERING PRACTICE REVIEW

A. Discussion of Objectives
   1. Student benefits
      a. Ascending to individual goals
      b. Dependent in own abilities
   2. Benefits derived by students
      a. Independence
      b. Security
   3. Methods of instruction employed
      a. Lecture
      b. Demonstration
      c. Visual aids

B. Equipment and Materials
   1. Description and examination of materials
   2. Preparation of materials

C. Brush Stroking Practice
   1. Brush techniques
      a. Finger hold and movement
      b. Arm position
      c. Body position
   2. Brush practice
      a. Vertical strokes
      b. Horizontal strokes
      c. Curved strokes
      d. Diagonal strokes
   3. Brush striping
      a. Mahl practice
      b. Yardstick practice
      c. Bench practice
   4. Loaded brush practice
   5. Dry brush practice

II. BRUSH LETTERING THE GOTHIC ALPHABET

A. Techniques Used

B. Uses of the Gothic Alphabet - Advantages and Disadvantages

C. Brush Construction of the Gothic Alphabet
   1. Vertical stroke and finials
   2. Horizontal stroke and finials
   3. Curved strokes and finials
   4. The upper case Gothic brush letter construction

5. The lower case Gothic brush letter construction
6. The numbers of the Gothic brush letter construction
7. The single stroke Gothic brush construction
   a. Uses
   b. Advantages
   c. Disadvantages
8. The multistroke Gothic brush construction
   a. Uses
   b. Advantages
   c. Disadvantages

III. BRUSH LETTERING THE ROMAN ALPHABET

A. Techniques Used

B. Uses of the Roman Alphabet

C. Brush Construction of the Roman Alphabet
   1. Vertical stroke and serifs
   2. Horizontal stroke and serifs
   3. Curved strokes and serifs
   4. The upper case Roman brush letter construction
   5. The lower case Roman brush letter construction

IV. BRUSH LETTERING THE ITALIC ALPHABET

A. Techniques Used

B. Uses of the Italic Alphabet

C. Brush Construction of the Italic Alphabet
   1. The upper case Italic brush letter construction
   2. Lower case Italic brush letter construction
   3. The Italic brush letter construction of the numerals

V. BRUSH LETTERING THE SINGLE THICKNESS SCRIPT ALPHABET

A. Techniques Used

B. Uses of the Single Thickness Script Alphabet

C. Brush Construction of the Single Thickness Script Alphabet
   1. The upper case single thickness script alphabet
   2. The lower case single thickness script alphabet
   3. The single thickness script alphabet construction of the numerals

VI. QUINMESTER POST-TEST

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A P P E N D I X

Quinmester Post-Test Sample

QUINMESTER POST-TEST

Name _____ Date _____ Score ____

Multiple Choice Test Items

Each statement needs a word, a figure, or a phrase to make it correct. Only one of the choices listed is correct. Place the letter of the choice you make in the space provided at the left edge of the sheet.

____ 1. Select the style of lettering that most resembles handwriting and to the family it belongs:

a. Capital letters
b. Italic
c. Calligraphy
d. Text
e. I don't know

____ 2. When the Roman alphabet is shown without a spur it is called one of these:

a. Uncial
b. Miniscule
c. Sans serif
d. Block
e. I don't know

____ 3. The decorative ending at the top and the bottom of the Roman letters is called a:

a. Spur or serif
b. Filigree
c. Cursive
d. Slash
e. I don't know

____ 4. Lower case is the designation used for letters that are:

a. Slanted
b. Thinner and wider
c. The opposite of capitals
d. The bottom strokes of letters
e. I don't know

____ 5. When striping horizontal or vertical lines which of these is best:

a. The yardstick
b. T square
3. Mahl stick
4. Table edge
5. I don't know

____ 6. Letters of the Roman alphabet are brush lettered in one of these techniques:

a. Single stroke
b. Loaded brush
c. Multistroke
d. Dry brush
e. I don't know

____ 7. The correct brush hold for brush lettering is one of these:

a. As you would hold a pencil
b. Brush between thumb and index finger
c. Handle of brush is vertical
d. Palmer method
e. I don't know

____ 8. The casual and free style alphabets are best lettered in one of these techniques:

a. Dry brush
b. Semiloaded brush
c. Paletted brush
d. Loaded brush
e. I don't know

____ 9. Which one of these styles is better executed with a pen rather than a brush:

a. Manuscript
b. Text
c. Roman
d. Script
e. I don't know

____10. All letters that are thick and thin can be brushed easily with this technique:

1. Multistroke
2. Glycerin and water
3. Mucilage method
4. Semiloaded brush
5. I don't know

QUINMESTER POST-TEST II

Name _____ Date _____ Score ____

True-False Test Items

Each of the following statements is either true or false. If the statement is true, draw a circle around the letter T following it; if the statement is false, draw a circle around the F. If a statement is false in part, if is entirely false.

1. The student in the commercial and advertising art class should not be allowed to progress at his own speed. T F

2. One of the objectives of the commercial and advertising art class is to teach the student to be independent. T F

3. In brush stroking practice the finger movement is the most important of the three positions. T F

4. The red sable lettering brush should never be used for bulletin or oil work. T F

5. The gum Arabic solution used in tempera and water color mixtures is used to thicken the color. T F

6. Some professional sign men insist that the basic alphabet which we call Gothic is not Gothic at all, and should be referred to as Egyptian. T F

7. The solvent for tempera colors is ordinary alcohol. T F

8. A mahl stick is indispensable when striping or lining a poster or bulletin. T F

9. The loaded brush technique is used to accomplish the Roman alphabet. T F

10. Dry brush is a good technique to provide texture and an "arty" effect on brushed novelty alphabets and the basic alphabets. T F

ANSWER KEY TO QUINMESTER POST-TEST

Test I - Multiple Choice

1. c
2. c
3. a
4. c
5. c
6. c
7. b
8. d
9. b
10. a

Test II - True-False

1. F
2. T
3. T
4. T
5. F
6. T
7. F
8. T
9. F
10. T